# Easy-Tagging Cam
# ~Using social tagging to augment memory~

†Koh SUEDA
University of Tokyo

‡Kazushi KOTANI
Digital Hollywood

§Jun REKIMOTO
University of Tokyo/Sony CSL Inc.

**Abstract**

Easy-Tagging Cam (or ETC) is a digital image recording system equipped with multiple shutter buttons. This system enables users to capture and tag photographs simultaneously. This function allows the user to be set free from tagging tasks. The users enable to develop re-useable photo storage continuously. This system also utilizes a life-log system thereby aiding the easy retrieval of information.

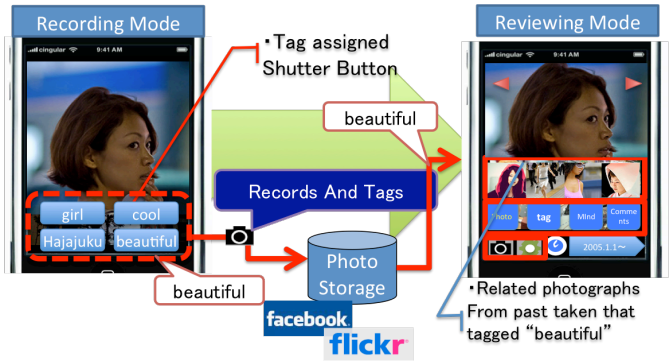


**Figure 1:This system enables users to capture and tag photographs simultaneously**

## Introduction

Nowadays, it is possible to record our daily activities by using digital cameras with large storage capacity. These snapshots, which are large in number, should be easily retrieved when stored using a life-log system. At the same time, these snapshots required re-usability that is easy to search (or find).

Tagging photographs helps in easy retrieval. Tagging is a powerful method to search our records. However, tagging a large number of photographs is time consuming.

In this paper, we propose a system using which photographs can be captured and tagged simultaneously. This system has multiple shutter buttons that can be used to tag photographs. Each buttons are assigned tag. When the user presses a shutter button, the corresponding tag is assigned to the captured photograph. This system allows the users to be set free from tagging tasks.

## Usage Examples

The main features of this system are as follows:

1. **Easy tagging (press the appropriate shutter button for tagging)**
2. **Easy retrieval of past experiences**
3. **Keeping the users' motivation to record and classify their daily activity**

ETC is equipped with multiple shutter buttons that can be used to tag photographs according to the mood or environment of the subject. Figure 1 shows an example of an image captured using the proposed system and viewed on an Apple iPhone. The user tags the photographs by pressing the appropriate button. Further, the photographs can be viewed and sent to a photo storage service such as Flickr using the tags (Figure 2).

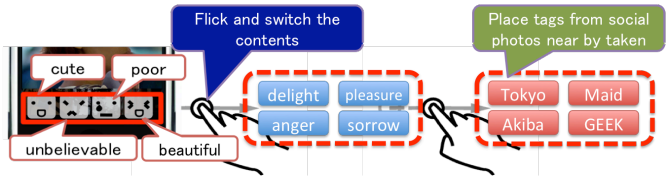


**Figure 2: The image of multiple tagged shutters. The user of system enables to add tags to their photographs by cheesing and pressing the button. In addition, these tags from the real world can be used as a database of collective intelligence of the real world on the basis of the subjective aspects of the users.**

## Discussion

The usage of a life-log system enhances memory. It is known that human is tagging to their experiments (including moods, environments, and time) when these are encoded. These encoded memories are reserved as metadata that used a trigger of recognition like adding tags to data. According to the "mood congruency effect," individuals can retrieve information more easily when it has the same emotional content as their current emotional state [1]. Therefore, displaying similar situations will result in faster retrieval of information. In the proposed system, for easy retrieval of records, photographs can be tagged according to the mood of the subjects. Therefore the system enables to provide information that is similar to the users' past experiments. These tags allow us to support recollection and reuse our life logs. In addition, these tags can be used as a database of collective intelligence of the real world on the basis of the subjective aspects of the users. Further, the photographs are tagged according to the mood or environment of the user. However, this system requires more easy accessibility and usability for end users to realize the concept (Figure 3). The main features of this system are easy tagging and retrieval of information. Further, this system can be used on a social tagging platform in the real world. For instance, the platform can be a tags database that is for assigning tags from the real world to ETC.

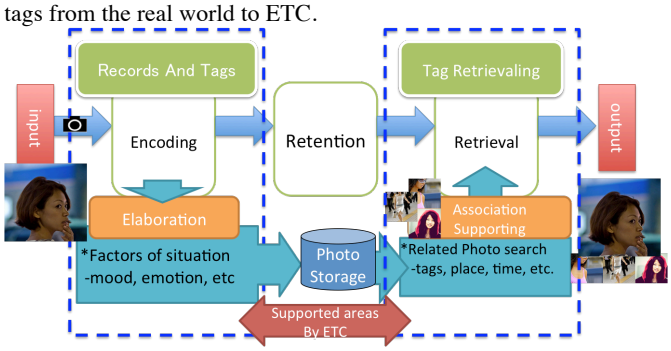


**Figure 3: The concept of memory enhancement using ETC**

## References

[1] Bower, et al., Selectivity of learning caused by affective state, Journal of Experimental Psychology: General, 110, 451-473, 1981

†info@ching-dong.com , ‡dhkotani@gmail.com, §rekimoto@acm.org


SIGGRAPH 2010, Los Angeles, California, July 25 – 29, 2010.
ISBN 978-1-4503-0210-4/10/0007